

Hawai'i Agri-Tourism Support Mini-Grants Frequently Asked Questions

Last updated: 7.20.2020

Q: Where do I find the application form for the Hawai'i Agri-Tourism Support Mini-Grants?
A: <ol style="list-style-type: none">1. Go to: oahurcd.org/agritourism2. Application form will be live on August 1, 2020
Q: Who can I send questions to?
A: Email questions to Frankie Koethe at frankie.koethe@oahurcd.org no later than 11:59 PM HST on Friday, September 4th, 2020.
Q: When are applications due?
A: Completed applications must be submitted via email to frankie.koethe@oahurcd.org no later than 11:59pm HST on Wednesday, September 9 th , 2020.
Q: What is the timeline for completing an awarded activity?
A: All activities supported by the mini-grant must be completed between October 1, 2020 and March 31st, 2021.
Q: Who is eligible to apply?
A: Applicants must meet all of these eligibility items: <ol style="list-style-type: none">1. Attend 3 sessions of the Hawai'i Agri-Tourism Webinars 2020 - (1 county market opportunity, 1 compliance & planning, 1 grant application session)<ol style="list-style-type: none">a. This includes participants who attended live webinars AND participants who watched the 3 listed sessions as recordings2. Your operation is registered with the State of Hawai'i3. You can commit to a 20% matching contribution in cash4. You are an agricultural operator or a tourism operator with an agricultural partner
Q: I am a non-profit, can I apply?
A: Both non-profit organizations and for-profit businesses are eligible to apply (NOTE: non-profit organizations will only be eligible for one HTA award in a fiscal year)
Q: What can I spend the Mini-Grant on?
A: <ol style="list-style-type: none">1. All project funds must be used to expand or enhance agri-tourism operations.

2. Examples of items/activities eligible for mini-grant award:
 - a. Farm tours for agriculture education
 - b. Online store/booking development
 - c. Marketing collateral development for collaborations
 - d. Marketing plan development to increase revenue
 - e. Transportation or operation support to host a farm tour
3. Examples of items/activities NOT eligible for mini-grant award:
 - a. Purchase of equipment or organic materials (ie. livestock, plants, soil)
 - b. Marketing surveys
 - c. Permitting/licensing support

Q: How much funding can I request?

A: Applicants can request up to \$3,000 and must commit a 20% matching contribution to the project in cash.

Q: What will make my application rank higher for a better chance to receive awarding?

A: Projects proposed will be scored based on:

1. 30% **Likelihood of successful implementation:** applicant presents a concise, well-defined plan, and all proposed activities are feasible with realistic costs and implementation timeline.)
2. 25% **Return on investment:** the proposed activities will have a positive, financial impact on the applicant's operation.
3. 10% **Collaboration** with partner company, farm or organization to enhance the quality of the offering (all partners should be identified in the Project Outcomes and provide a Letter of Support to be included with the application).
4. 25% **Clear outcomes and measurable results:** the proposed activities have specific outcomes and a plan to measure results in terms of the number of residents and non-residents served (Residents and non-residents must be counted separately, but will be scored equally) and also other measures of success defined by the applicant.
5. 10% **Long-term impact:** the proposed activities are of strategic importance for the long-term success of the applicant in agri-tourism.